

**REMARKS**

This responds to the Final Office Action mailed on June 14, 2005 and the Advisory Action mailed on August 31, 2005.

Claims 1-25 are presently pending in this application. Claims 1, 4, 6, 8, 12-14, 16, and 20-25 have been amended. As a result claims 1-25 are still pending in this application.

Applicants have amended the claims so as to illustrate that login information is separate from login preference information or access preferences. The login preference information or access preferences selectively activate features of a network-based transaction facility. The Godin reference fails to teach or suggest these limitations now positively recited in the application. Accordingly, Applicants respectfully request that the claims be allowed and the rejections be withdrawn.

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.116 - EXPEDITED PROCEDURE

Serial Number: 09/772,347

Filing Date: January 29, 2001

Title: METHOD AND SYSTEM FOR MAINTAINING LOGIN PREFERENCE INFORMATION OF USERS IN A NETWORK-BASED TRANSACTION FACILITY

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Dkt: 2043.038US1

CONCLUSION

Applicant respectfully submits that the claims are in condition for allowance and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicant's attorney (513) 942-0224 to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

Respectfully submitted,

JENNIFER PEARSON ET AL.

By their Representatives,

SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.

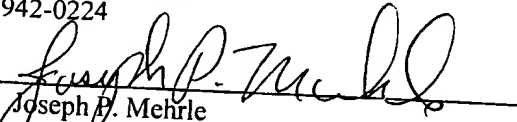
P.O. Box 2938

Minneapolis, MN 55402

(513) 942-0224

Date 9-14-05

By

  
Joseph P. Mehrle  
Reg. No. 45,535

CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail, in an envelope addressed to: Mail Stop RCE, Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on this 14 day of September, 2005.

Name

Peter Rubuffoni

Signature

